

LOFTY<sup>TM</sup> / BRICKELL

FACT SHEET

---

PENTHOUSE COLLECTION  
by **artefacto**

# LUXURY RESIDENCES. FLEXIBLE OWNERSHIP. LIFE ON YOUR TERMS. FULLY FINISHED AND FURNISHED. DESIGNED FOR SHORT-TERM RENTALS.

## **DISTINCTIVE IN EVERY DETAIL, ELEVATED IN EVERY WAY.**

LOFTY is a flexible ownership brand in the luxury space, elevated in every way, set apart in its meticulous attention to detail, specialized programming and events, a highly curated art collection, and thoughtful local inflection of each destination.

Welcome to LOFTY, a 44-story landmark building in Miami's elite Brickell district, with spectacular views of the Miami River and skyline, abundant, one-of-a-kind amenities, a thriving social scene, and access to the city's most exclusive events. LOFTY is a destination, a way of life, an exclusive network, and a space to connect with like-minded global citizens who live and share the world's loftiest experiences.

### **PROJECT FACTS**

<b>Architect:</b>	Arquitectonica
<b>Interior Design:</b>	INC.
<b>PH Residences Interiors:</b>	Artefacto
<b>Landscape Architect:</b>	Urban Robot
<b>Developed by:</b>	Newgard Development Group
<b>Sales &amp; Marketing:</b>	Cervera Real Estate
<b>Estimated Completion:</b>	2025
<b>Location:</b>	Brickell Riverfront
<b>Tower Residences:</b>	Studio, 1- & 2-Bedroom Residences / 446 SF — 986 SF
<b>Penthouse Collection:</b>	2-bedroom — 3-Bedroom + Den Residences / 997 SF — 1857 SF
<b>LOFTY Sales Lounge:</b>	1101 S Miami Ave. Miami, FL 33131
<b>Website:</b>	LOFTYBrickell.com







Artist's Conceptual Rendering



ARTEFACTO APPROACHES EVERY  
INTERIOR ELEMENT AS A CAREFULLY  
CURATED CONCEPT THAT CREATES  
A GENUINE CONNECTION BETWEEN  
OWNERS AND THEIR RESIDENCES

www.miamicondoinvestments.com

## DESIGNED FOR LIVING THE HIGH LIFE

The penthouses reflect an engaging mix of next-level tech and design integrity, impeccable details and thoughtful attention to place.

Masterful and nuanced, Artefacto elevates every interior to the highest form of art and luxury.

Artefacto-designed residences are entirely bespoke, crafted meticulously with the residents' entire experience in mind.

LOFTY x Artefacto bring life at the top to an artful new level, with a limited collection of penthouses designed and curated by Artefacto's global team of interior connoisseurs.

artefacto

Welcome home to the high life.





## ARCHITECT

ARQUITECTONICA  
arquitectonica.com

Led by principals Bernardo Fort-Brescia and Laurinda Spear, Arquitectonica pushes the limits of design with its groundbreaking use of materials, geometry, pattern, and color, redefining and elevating Miami's cityscape with its bold modernism since 1977. The firm's work has been exhibited at museums and galleries across the globe.

## INTERIOR DESIGN

INC.  
inc.nyc

INC. is an open-source architecture and design studio with experience across a wide range of projects. They work globally and act locally, integrating environmental best practices into each endeavor. The firm leverages its multi-disciplinary strengths to mastermind rich, immersive spaces that carry emotional impact through careful consideration of context, details, and associated technology. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC.'s projects include 1 Hotel Brooklyn Bridge, The LINE Hotel DC, and the TWA Hotel.

## INTERIOR DESIGN - PH RESIDENCES

ARTEFACTO  
artefacto.com

Artefacto, launched in 1976 by Albino Bacchi, began with a collection made from renewable natural fibers. This would mark the inception of the renowned global firm known for its unique intersection of advanced tech and true craftsmanship.

The firm delivers an impeccable caliber of taste with an equal level of design mastery—a unique, standard-setting union of high-tech design and custom-built pieces, hand-held tools and industrial machinery. Artefacto operates its own, self-sufficient 750,000 square foot product system—located in Iperó, São Paulo's countryside—developing, crafting, and maintaining Artefacto's extraordinary standards.

## DEVELOPER

NEWGARD DEVELOPMENT GROUP  
newgardgroup.com

Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 50 years of combined experience in development, design, marketing, and construction. Hallmarks of the Newgard approach to forward-thinking development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles, and cutting-edge amenities. Newgard's property design reflects a commitment to both architectural aesthetic and the desires of its owners and guests. The firm's dedication to quality extends to its top-tier construction team, ensuring superior attention to detail and exceptional finishes.

## LANDSCAPE ARCHITECT

URBAN ROBOT ASSOCIATES (URA)  
urbanrobot.net

URA is a full-service boutique design firm located in Miami Beach, specializing in architecture, interior design, landscape architecture, and urban planning. URA's team works collaboratively to develop a multidisciplinary approach to all projects, creating a unique vision and experiences that are meaningful and memorable. URA strives to elevate the human experience from the quotidian to the cinematic. The firm draws upon its team's diverse backgrounds to design singular narratives highly customized for each project.

## SALES AND MARKETING

CERVERA REAL ESTATE  
cervera.com

Cervera Real Estate is a Miami-based, family-owned and operated, full-service international real estate brokerage with the most condominium sellouts in South Florida. Founded in 1969, Cervera has exclusively represented over 118 luxury high-rise condominium towers across the region, closed more than \$16 billion in sales, and played an integral role in the revitalization of neighborhoods, including Brickell, Miami Beach's South of Fifth, Downtown Miami, and East Edgewater. As the first real estate brokerage to exclusively represent developers in the sales and marketing of their projects, Cervera created a specialized field within the industry and was first to market extensively in international markets. Today, Cervera continues to broaden its U.S. domestic and global broker relationships while expanding its reach. In 2021, the firm was selected for membership in Leading Real Estate Companies of the World™ and Luxury Portfolio International™.





Artist's Conceptual Rendering



# ALL THE AMENITIES

## LOBBY

Riverwalk access  
LOFTY MasterHost and 24-hour concierge  
Welcome reception  
Package room for owner deliveries

## 2ND FLOOR LOUNGE

Check-in desk for guests  
Living room lounge & co-working area  
Riverfront covered terrace  
Private meeting room  
Ultra-high-speed WiFi  
DJ Station  
Bar with coffee and snacks service  
Game areas

## 9TH FLOOR POOL DECK

Artfully landscaped resort-style pool deck  
Poolside lounge chairs and daybeds  
Pool attendants and towel service  
Hammocks garden  
Ultra-high-speed WiFi  
Outdoor rain shower  
Outdoor covered living area

## 9TH FLOOR FITNESS & SPA

3000-square-foot fitness center with expansive river and city views  
Private yoga studio  
Men's and women's locker rooms  
Private treatment rooms  
Ultra-high-speed WiFi  
Sauna, steam rooms, cold plunge pool, and shower  
Fresh juice bar

## ROOFTOP

Stunning 360-degree river and city views  
Rooftop pool overlooking the Miami skyline  
Wraparound balcony with lounge seating  
Private treatment rooms  
Ultra-high-speed WiFi  
Exclusive-to-owners lounge and bar

## BESPOKE BUILDING SERVICES

24-hour valet parking service  
24/7 security  
On-site hospitality management  
LOFTY house car services exclusively for owners  
Dock master for LOFTY marina visitors

## LOFTY CLUB FOR MEMBERS ONLY

Private entrance with check-in area  
Members only riverfront terrace  
Social bar  
Social lounge  
Private rum and cigar room  
Live-music stage  
Tastefully appointed gathering living room, featuring small plates, bespoke cocktails, and wines  
Live evening entertainment

## EXCLUSIVE PH OBSERVATORY

An entire amenity space dedicated exclusively to PH Collection owners and guests  
Private dining room and event space  
Coffee and afternoon drinks service  
Co-working space  
International newspapers  
Wine tastings events  
Sweeping riverfront and city views from observatory  
Concierge services for PH Collection and guests

# FEATURES

## BUILDING FEATURES

44-story landmark building designed by the internationally acclaimed architecture firm Arquitectonica

Prestigious Brickell waterfront location, steps from Brickell City Centre

Private marina with 400 linear feet on the Miami River

Short-term rentals permitted as-of-right

5-star waterfront restaurant

Jewel box double-height ground floor lobby with floor-to-ceiling windows

Grand escalator connecting lobby to second floor

Spectacular view of the Miami river and skyline

Smart-wired residences with ultra-high speed, fiber optic wireless internet access throughout common areas

Custom mobile app designed exclusively for LOFTY owners

Cutting-edge green building technology

Four high-speed passenger elevators with access control and destination technology

Dedicated 24-hour check-in desk for guests

## PENTHOUSE RESIDENTIAL FEATURES

Lofty signature sand benches

All residences are delivered fully finished and specially curated by Artefacto

Modern, open layouts from 997 SF to 1859 SF

Two- to three-bedroom + den residences

Panoramic Miami River and skyline views

Private balconies for every residence

10-ft. ceilings

Owner closets in every residence

Floor-to-ceiling sliding glass doors with sound attenuating, impact-resistant laminated glass throughout

Smart wiring for HDTV, multiple data lines, and ultra-high speed internet access

Individually controlled, energy-efficient central air conditioning and heating system

## SPA-INSPIRED BATHS

Imported European cabinets with premium hardware

Elegant imported stone countertops and backsplashes

Custom-finished floors and walls in wet areas

Frameless glass shower enclosure

Premium European-style fixtures and accessories

## DREAM KITCHENS

Imported Italian cabinets with premium hardware

Top-of-the-line Miele appliance package including refrigerator, cook-top, speed oven and hood, dishwasher, and sink disposal

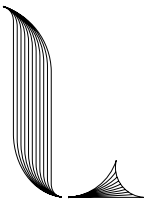
Sleek stone countertops and backsplashes

Contemporary under-mounted sink

High-arc gourmet faucet with integral sprayer







ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE.

These materials are not intended to be an offer to sell, or solicitation to buy a unit in the condominium. Such an offering shall only be made pursuant to the prospectus (offering circular) for the condominium and no statements should be relied upon unless made in the prospectus or in the applicable purchase agreement. In no event shall any solicitation, offer or sale of a unit in the condominium be made in, or to residents of, any state or country in which such activity would be unlawful. All prices, plans, specifications, features, amenities and other descriptions are preliminary and are subject to change without notice, as provided in your purchase agreement. All such materials are not to scale and are shown solely for illustrative purposes. All services, plans, features and amenities depicted or described herein are based upon preliminary development plans, and are subject to change without notice in the manner provided in the offering documents. The Developer makes no guarantee that certain amenities, services or features will be offered. The Developer intends to seek approvals for a marina, but there is no guarantee that a marina will exist or that purchasers will be entitled to utilize the services provided at the Marina. Ceiling heights may vary and no guarantee of a view is made. Certain business such as restaurants, lounges and bars are conceptual only and may change or be eliminated. Consult your prospectus regarding the square footage of the units as the method of measurement used herein may result in square footages which are larger than the method of measurement used in the condominium documents. See the condominium documents for the leasing restrictions. The estimated completion date is subject to change. This condominium is being developed by Loftly Brickell Sales LLC, a Florida Limited Liability Company ("Developer"), which has a limited right to use the trademarked names and logos of Newgard pursuant to a license and marketing agreement with Newgard. Any and all statements, disclosures and/or representations shall be deemed made by Developer and not by Newgard and you agree to look solely to Developer (and not to Newgard and/or any of its affiliates) with respect to any and all matters relating to the marketing and/or development of the Condominium and with respect to the sales of units in the Condominium. ®